

PATENT  
Customer No. 22,852  
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: )  
John B. FERBER et al. ) Group Art Unit: 2439  
Application No.: 09/610,197 ) Examiner: Christian A. LaForgia  
Filed: July 1, 2000 ) Confirmation No.: 6838  
For: OPTIMAL INTERNET AD )  
PLACEMENT )  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

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Respectfully submitted,

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Dated: September 17, 2010

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